

**Project Planning Phase**  
**Project Planning Template (Product Backlog, Sprint Planning, Stories, Story points)**

Date	27 JUNE 2025
Team ID	LTVIP2025TMID52053
Project Name	Strategic Product Placement Analysis
Maximum Marks	5 Marks

**Product Backlog, Sprint Schedule, and Estimation (4 Marks)**

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority	Team Members
Sprint-1	Research & Data Collection	USN-1	As a user, I can gather examples of product placement from media and retail sources	2	High	ALL

Sprint-2	Categorization & Preprocessing	USN-2	As a user, I can classify product placements into types (visual, verbal, integrated)	3	Medium	ALL
Sprint-3	Analysis & Visualization	USN-3	As a user, I can analyze the impact of placements using charts and graphs	5	High	ALL
Sprint-4	Dashboard & UI Design	USN-4	As a user, I can view insights in a visually appealing dashboard with strategic colors	6	High	ALL
Sprint-5	Report & Documentation	USN-5	As a user, I can read a step-by-step guide explaining the analysis and findings	7	Medium	ALL

**Project Tracker, Velocity & Burndown Chart (4 Marks)**

<b>Sprint</b>	<b>Total Story Points</b>	<b>Duration</b>	<b>Sprint Start Date</b>	<b>Sprint End Date (Planned)</b>	<b>Story Points Completed</b>	<b>Sprint Release Date (Actual)</b>
Sprint-1	20	1 Day	21 June 2025	21 June 2025	20	21 June 2025
Sprint-2	20	1 Day	22 June 2025	22 June 2025	20	22 June 2025
Sprint-3	20	1 Day	23 June 2025	23 June 2025	20	23 June 2025
Sprint-4	20	1 Day	24 June 2025	24 June 2025	20	24 June 2025
Sprint-5	20	1 Day	25 June 2025	25 June 2025	20	25 June 2025